

AMENDMENT TO THE ABSTRACT OF DISCLOSURE:

Please delete the previous Abstract, and add the new Abstract of Disclosure as follows:

--An Internet-based product brand marketing communication network allowing members of a consumer product brand management team to communicate directly with consumers at points of presence along fabric of the World Wide Web (WWW), using programmable Multi-Mode Virtual Kiosks (MMVKs) driven by server-side components and managed by product brand management team members and/or authorized parties. When a consumer's Web browser encounters an MMVK tag along the WWW, the MMVK is generated and automatically plays through its display modes, inviting and allowing the consumer to review and interact with advertising spots, promotional spots, and brand information resources displayed within the GUI of the MMVK, along the fabric of the WWW where the MMVK has been installed. Web-based subsystems are provided for programming these display modes. --